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PRUDENTIAL

Prudential plc

英國保誠有限公司*

(Incorporated and registered in England and Wales under the number 01397169)

(Stock code: 2378)

OVERSEAS REGULATORY ANNOUNCEMENT

NOTIFICATION OF INTERESTS OF DIRECTORS / PDMRS AND CONNECTED PERSONS

The Prudential Savings-Related Share Option Scheme (the Scheme)

The Prudential Savings-Related Share Option Scheme is an HMRC approved SAYE share option scheme available to all employees of participating companies including Prudential Executive Directors/PDMRs.

The Company has been advised by Yorkshire Building Society, the Scheme administrator, that on 6 December 2012 Mrs M A Coltman, a PDMR, exercised an option over 2,135 ordinary shares in Prudential plc at an exercise price of 424.94 pence per share. Following the option exercise, Mrs Coltman had a holding of 295,187 ordinary shares of 5 pence each in Prudential plc, representing less than 0.02% of the issued share capital.

Additional Information

Prudential plc is not affiliated in any manner with Prudential Financial Inc, a company whose principal place of business is in the United States of America.

Contact

Jennie Webb, Share Plans Advisor, +44 20 7548 2027

Sandra Odell, Assistant Group Secretary, +44 20 7548 2115

Date of notification

7 December 2012

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

Chairman

Paul Victor Falzon Sant Manduca

Executive Directors

Cheick Tidjane Thiam (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA, Robert Alan Devey, John William Foley, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

Independent Non-executive Directors

Keki Bomi Dadiseth FCA, Sir Howard John Davies, Michael William Oliver Garrett, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA and Lord Andrew Turnbull KCB CVO

** For identification purposes*